

# **Performing Arts Center Board Minutes 01/27/2011**

SIMSBURY PERFORMING ARTS CENTER BOARD  
SPECIAL MEETING  
JANUARY 27, 2011

## **I. CALL TO ORDER**

Dave Ryan called the meeting to order at 7:06 p.m. In addition to Mr. Ryan, Board members Leo Collins, Janet Goman, and Greg Piecuch were present. Also in attendance were Tom Vincent, Venue Manager, Tom Cooke, Director of Administrative Services and Nick Buccarella.

## **II. REVIEW AND APPROVAL OF MINUTES**

Mr. Piecuch moved to approve the minutes of the January 18, 2011, meeting. Mr. Collins seconded the motion. The motion passed unanimously.

## **III. DISCUSSION OF A REVISED LICENSE AGREEMENT**

The Board reviewed and discussed draft revisions to a form license agreement. The purpose of the new agreements is to standardize the terms of the agreement, thereby simplifying and speeding the process of entering into a license agreement with a prospective promoter. The other benefit will be to allow the Board of Selectmen to see the most pertinent provisions at a glance rather than having to search through pages of text. A subsequent draft will be available for the next meeting. It was also agreed that the town attorney would need to review any final draft. No further action was taken.

## **IV. SHORT UPDATE ON ALCOHOL POLICY**

The Board briefly reviewed and discussed the PAC Alcohol Policy which had previously been forwarded to the Board of Selectmen. The Board noted that, in light of the decision to engage a single vendor for the entire season, the system will be easier to implement. Further, revisions to the Ordinances were likely not necessary. The Board agreed to continue the matter to its next regular meeting at which time the vendor RFP responses will be available for review. No further action was taken.

## V. PAC LONG RANGE PLANNING

### A. Discussion of the Architectural Assistance RFP Responses

There was a consensus that the \$50,000 was an unrealistic amount to pay for architectural assistance at this time. The Board discussed the fact that many of the possible capital improvements have already been identified by the Board even without such architectural assistance, for example, a box office, field lighting, sound towers, back stage, cover for the "inner ring," permanent toilet facilities and a permanent vendor space. No further action was taken.

### B. Market Study Planning

The Board reviewed and discussed a memorandum prepared by Mr Cooke. It was reiterated the importance of having the HSO as the facility's primary user. As such, the discussion was on how to supplement, not replace, the TMMF, thereby hopefully lowering everyone's costs, including the Symphony's.

It was noted that size and infrastructure constraints will likely preclude A-level entertainment events, regardless of what capital improvements are made. There was a general consensus that the use of the facility should comprise a mix of the TMMF, B-level entertainment (in the 4,000 to 6,000 attendee range), smaller events held within the "inner ring," and local and children's events.

There was discussion about infrastructure improvements to increase the marketability of the facility, including a box office, backstage facilities and a cover for the inner ring. The pros and cons of these possible improvements were discussed. No further action was taken.

## VI. RECOMMENDATION OF FV TRAILS COUNCIL REQUEST

The Board reviewed and discussed a request of the Farmington Valley Trails Council to use the Iron Horse Boulevard parking lots for its Trails-in-Motion tour on Saturday, June 4, 2011. It was noted that the event location may be transferred if the “new Septemberfest” is approved.

Mr. Piecuch moved to inform the Board of Selectmen that the request of the Farmington Valley Trails Council to use the Iron Horse Boulevard parking lots for its Trails-in-Motion tour on Saturday, June 4, 2011: (a) does not propose to use the Performing Arts Center; and (b) does not conflict with any other event. Mr. Jansen seconded the motion. The motion passed unanimously.

## VII. OTHER OLD BUSINESS

The Board briefly discussed the Board of Selectmen's favorable action on regarding Septemberfest. Mr. Vincent suggested that the Board prepare some marketing materials for the table at the February 8 Chamber Business Expo.

Mr. Piecuch moved to appropriate an amount not more than \$150 from the PAC special revenue fund to prepare marketing materials for the PAC table at the February 8 Chamber Business Expo. Mr. Collins seconded the motion. The motion passed unanimously.

## VIII. ADJOURNMENT

Mr. Ryan moved to adjourn at 8:40 p.m. Mr. Collins seconded the motion. The motion passed unanimously.

Respectfully Submitted,

Gregory W. Piecuch  
Vice-Chairman